RECEIVED CENTRAL FAX CENTER

Certificate of Transmission under 37 C.F.R. § 1.8

NOV 0 1 2005

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office at (571) 273-8300 and is addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on:

Date: November 1, 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:

Cohagen, et al.

Docket No.:

60655.8000

Serial No.:

10/708,580

Examiner:

Ahshik Kim

Filed:

March 12, 2004

Group Art Unit:

2876

GEOGRAPHIC AREA MULTIPLE

Confirmation No.:

2579

Title:

SERVICE CARD SYSTEM

AMENDMENT AND REPLY

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action mailed on October 4, 2005, of which this Reply is filed within two months, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.